

Shopsy becomes the Third Most Downloaded App in India in 2022

- *Bharat's favourite value shopping destination grew by over 650% in terms of app installs as per the Sensor Tower Report*
 - *More than 70% growth has come from tier 2 and 3 markets*
- *Shopsy by Flipkart was recently awarded the Google Play Best of Users' Choice Award*

Bengaluru – January 10, 2023: Shopsy, Bharat's fastest growing hyper-value e-commerce platform, has emerged as the third most downloaded Android app in India in 2022. Shopsy has clocked more than **650%** year-on-year growth according to **Sensor Tower**, a leading market intelligence and performance metrics evaluation platform. Since its launch in July 2021, Shopsy's aim has been to make digital commerce accessible across India by enabling a wide-range of value product selection and a zero-commission marketplace. Today, the platform provides **150 million** products spanning **800+ categories** for customers across India. Most of this growth and adoption has come from tier 2 and 3 markets, indicating how hypervalue e-commerce has made online shopping more attractive and accessible to consumers who are looking for affordable products.

In 2022 alone, Shopsy witnessed a **5X** growth in its product catalogue with a **6X** growth in transacting customers. The platform extends its offerings across **1,000+** product verticals servicing a total of **14,300 pincodes** in the majority of tier 2 and tier 3+ cities. Notably, **40%** of Flipkart's new buyers today come from Shopsy.

Adarsh Menon, Senior Vice President & Head – New Businesses, Flipkart, said, *"We are delighted to see the strong growth and love, that Shopsy has received from customers across the country especially in tier 2 and 3 cities. The platform has recorded a y-o-y growth of more than **7.5X** app installs which is a testament to the increasing popularity of Shopsy. The wide-range of value-based selection that we bring to our consumers, and the platform's easy accessibility across all serviceable pin codes of India has made us the favourite. Shopsy has been designed to provide value for users who desire a budget friendly shopping experience. We are positive that this will continue to be the change drivers in the e-commerce ecosystem in the country."*

Shopsy has over **75%** products being sold at price points below INR 300. The platform's hyper-value positioning helps customers with a seamless transition from an offline shopping experience to a virtual one where they can access an expansive product catalogue to fulfill their nuanced needs. Among several categories, sarees emerged as the most popular segment among shoppers observing a jump of **25X** y-o-y. This was followed by men's t-shirts and other men's fashion products that registered more than **7.5X** growth in demand in 2022.

Shopsy aims to continue working towards its vision to offer a wide-range of products for customers at affordable prices, while being a value-based and reliable platform. It has strived to deliver on its commitment of building a community that truly levels the playing field of commerce

in the country. Shopsy was also recently awarded the Google Play Best of Users' Choice Award for 2022.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+, and Cleartrip.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 450 million, offering over 150 million products across 80+ categories. Our efforts to democratise commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem, and empower generations of entrepreneurs and MSMEs have inspired us to innovate on many industry firsts. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

For more information, please write to media@flipkart.com